

The White House

Office of Political Affairs

January 26, 2007

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W-02-0555

Historical Look

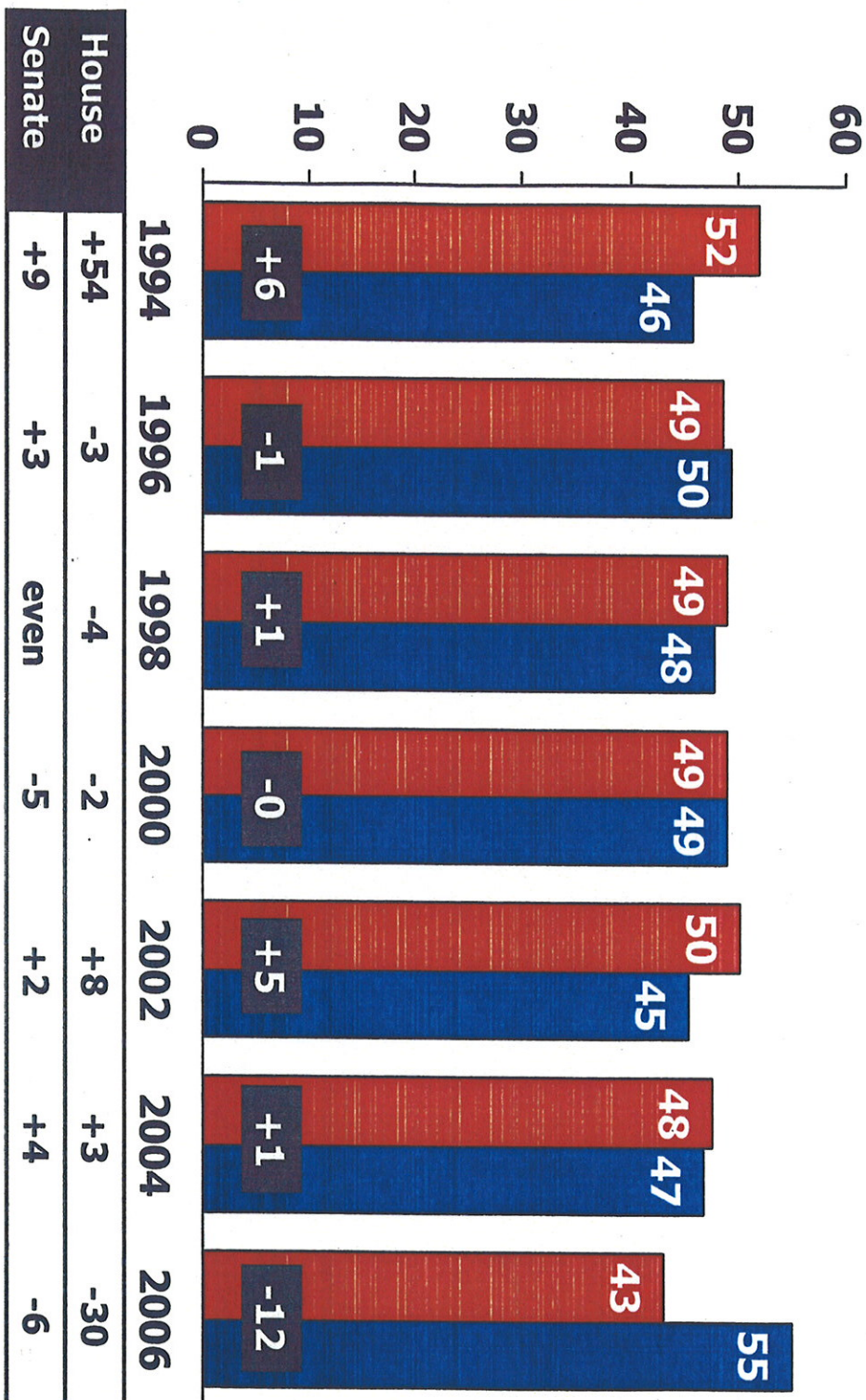
All 2nd Midterms

| President | Year | President's Party House Change | President's Party Senate Change |
|----------------|------|-----------------------------------|------------------------------------|
| Bush | 2006 | -30 | -6 |
| Average | | -28 | -5 |

All Wartime Midterms

| President | Year | President's Party House Change | President's Party Senate Change |
|----------------|------|-----------------------------------|------------------------------------|
| Bush | 2006 | -30 | -6 |
| Average | | -32 | -5 |

Generic Ballot Suggested Tsunami

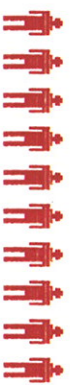


| | | | | | | | |
|--------|-----|----|------|----|----|----|-----|
| House | +54 | -3 | -4 | -2 | +8 | +3 | -30 |
| Senate | +9 | +3 | even | -5 | +2 | +4 | -6 |

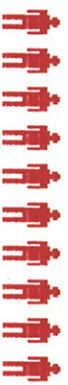
GOP Losses From Scandal, Complacency

10 losing GOP candidates tainted by scandal; 10 in Kerry districts; 6 were complacent

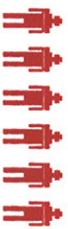
Scandal Seats



GOP Candidates in Kerry Districts



Complacent Incumbents



TOTAL:

22 SEATS*

* Taylor, Pombo, Weldon, and Leach are in 2 categories each

Net Loss in Seats for Incumbent Party

| | | |
|-----|-----------------------|------------|
| 1. | John F. Kennedy | -4 |
| 2. | Harry Truman | -7 |
| 3. | George H. W. Bush | -8 |
| 4. | Lyndon Johnson | -12 |
| 5. | Jimmy Carter | -15 |
| 6. | Ronald Reagan | -15 |
| 7. | <u>George W. Bush</u> | <u>-19</u> |
| 8. | Bill Clinton | -47 |
| 9. | Gerald Ford | -48 |
| 10. | Herbert Hoover | -52 |
| 11. | William H. Taft | -57 |
| 12. | Dwight Eisenhower | -68 |
| 13. | Franklin D. Roosevelt | -71 |
| 14. | Warren G. Harding | -77 |
| 15. | Woodrow Wilson | -99 |

* Does not include "Original Coattails"

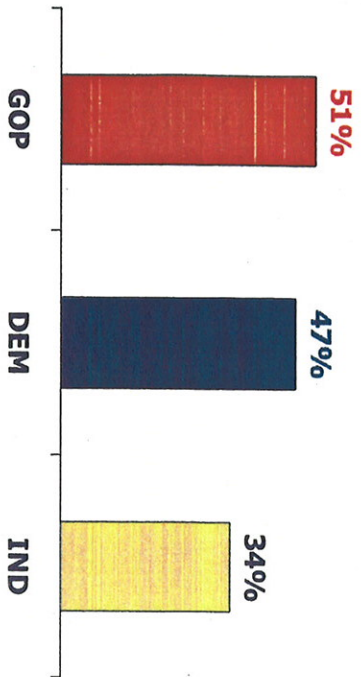


Case Study: Nevada-03

**GOP turnout exceeded Dem turnout by 4,212 voters in NV-03;
Porter won by 3,966 votes.**

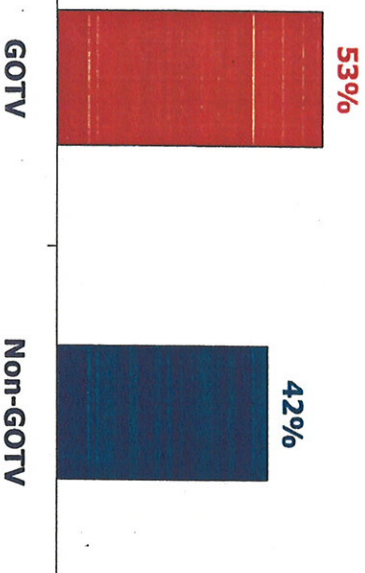
Turnout By Party

+4



Turnout By GOTV Universe

+11



72-Hour Improved On Final Poll Standing

| Final Poll | | Election Result | | Δ |
|---|------------|------------------------|------------|----|
|  | 44% 43% | Davis Lucas | 51% 44% | +6 |
|  | 43% 41% | Bachmann Wetterling | 51% 44% | +5 |
|  | 44% 46% | Roskam Duckworth | 51% 49% | +2 |
|  | 46% 46% | Pryce Kilroy | 51% 49% | +2 |
|  | 44% 44% | Gerlach Murphy | 51% 49% | +2 |

Campaigns Without 72 Hour Lost Ground

| Final Poll | | Election Result | | Δ |
|---|------------|--------------------|------------|-----|
|  | 54% 38% | Hayes Kissell | 50% 50% | -16 |
|  | 50% 37% | Northup Yarmuth | 49% 51% | -15 |
|  | 49% 44% | Leach Loeb sack | 48% 51% | -8 |
|  | 47% 46% | Hart Altmire | 48% 52% | -5 |
|  | 43% 49% | Taylor Shuler | 46% 54% | -2 |

2008 House Targets: Top 20

| | | | BC '04 % | '06 DEM % |
|----|----|------------|----------|-----------|
| TX | 22 | Lampson | 64% | 52% |
| FL | 16 | Mahoney | 54% | 49% |
| CA | 11 | McNerney | 54% | 53% |
| OH | 18 | Space | 57% | 62% |
| IN | 9 | Hill | 59% | 50% |
| PA | 10 | Carney | 60% | 53% |
| PA | 08 | Murphy | 48% | 50% |
| KS | 2 | Boyda | 59% | 51% |
| PA | 7 | Sestak | 47% | 56% |
| IN | 8 | Ellsworth | 62% | 61% |
| NC | 11 | Shuler | 57% | 54% |
| TX | 23 | Rodriguez | 57% | 54% |
| WI | 8 | Kagen | 55% | 51% |
| GA | 8 | Marshall | 61% | 51% |
| IN | 2 | Donnelly | 56% | 54% |
| GA | 12 | Barrow | 50% | 50% |
| PA | 4 | Altmire | 55% | 52% |
| NY | 19 | Hall | 54% | 51% |
| NY | 20 | Gillibrand | 54% | 53% |
| SD | AL | Herseeth | 60% | 69% |

2008 House GOP Defense

| PRIORITY DEFENSE | | | | SECONDARY DEFENSE | | | |
|------------------|----|---------------|-----------|-------------------|----|------------|-----------|
| | | BC '04 % | '06 GOP % | | | BC '04 % | '06 GOP % |
| PA | 06 | Gerlach | 48% | AK | AL | Young * | 57% |
| FL | 13 | Buchanan | 56% | CA | 24 | Gallely * | 62% |
| NC | 08 | Hayes | 54% | CA | 25 | McKeon * | 60% |
| NM | 01 | Wilson | 48% | CA | 41 | Lewis * | 67% |
| CO | 04 | Musgrave | 58% | CA | 42 | Miller | N/A |
| IL | 06 | Roskam | 53% | CA | 52 | Hunter * | 65% |
| CT | 04 | Shays | 46% | DE | AL | Castle * | 57% |
| OH | 02 | Schmidt | 64% | FL | 10 | Young * | 66% |
| VA | 02 | Drake | 58% | IL | 10 | Kirk | 53% |
| WY | AL | Cubin * | 69% | IL | 14 | Hastert * | 60% |
| CA | 04 | Doolittle | 61% | KY | 02 | Lewis | 55% |
| NV | 03 | Porter | 50% | LA | 01 | Jindal * | 88% |
| NY | 25 | Walsh | 48% | MD | 06 | Bartlett * | 59% |
| OH | 15 | Pryce | 50% | MI | 03 | Ehlers * | 63% |
| NY | 29 | Kuhl | 57% | MI | 07 | Walberg | 51% |
| NJ | 07 | Ferguson | 53% | NC | 09 | Myrick * | 67% |
| MI | 09 | Knollenberg * | 51% | OH | 16 | Regula * | 59% |
| | | | | PA | 15 | Dent | 53% |
| | | | | VA | 11 | Davis * | 55% |

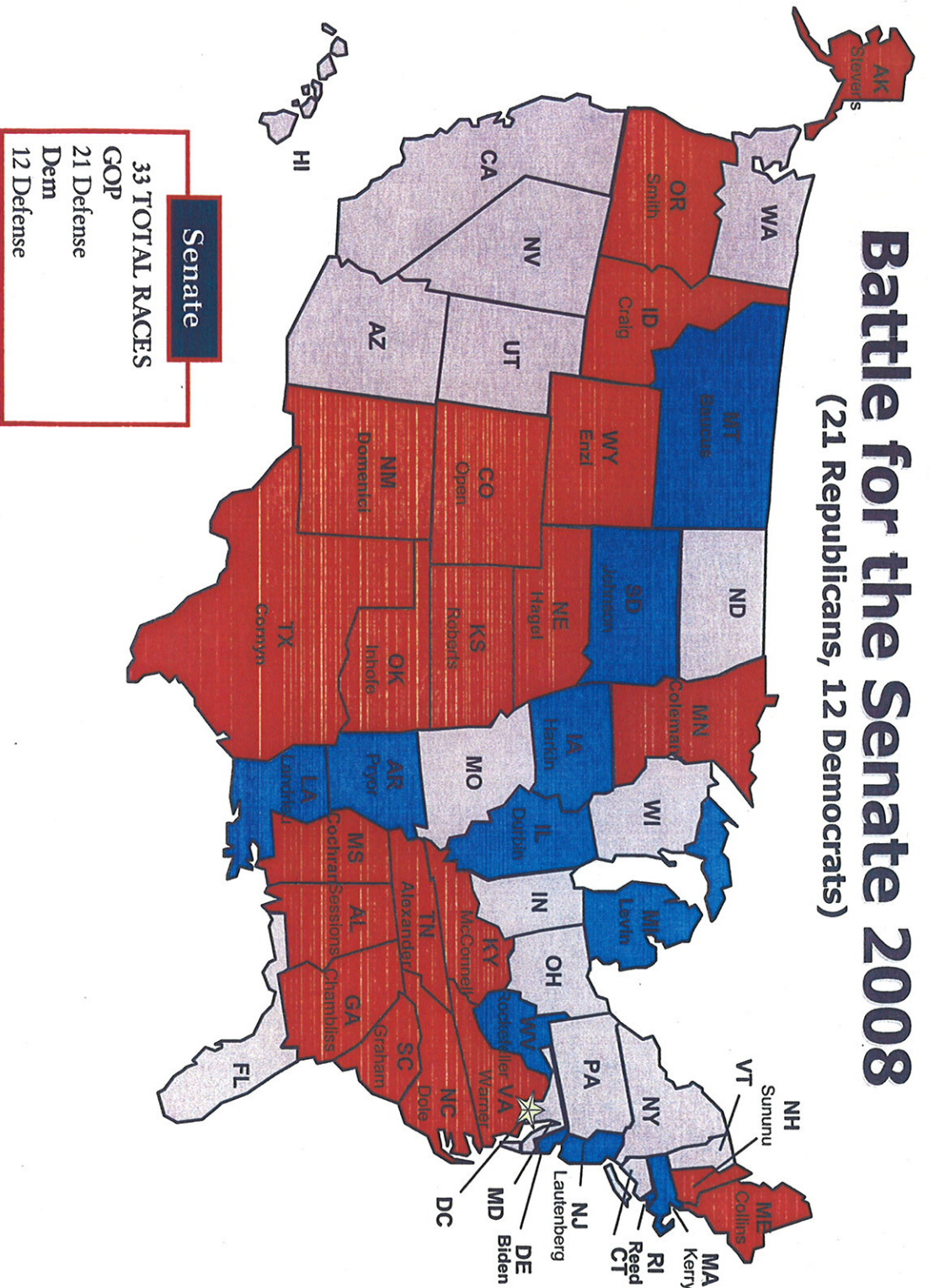
* Member may not seek re-election

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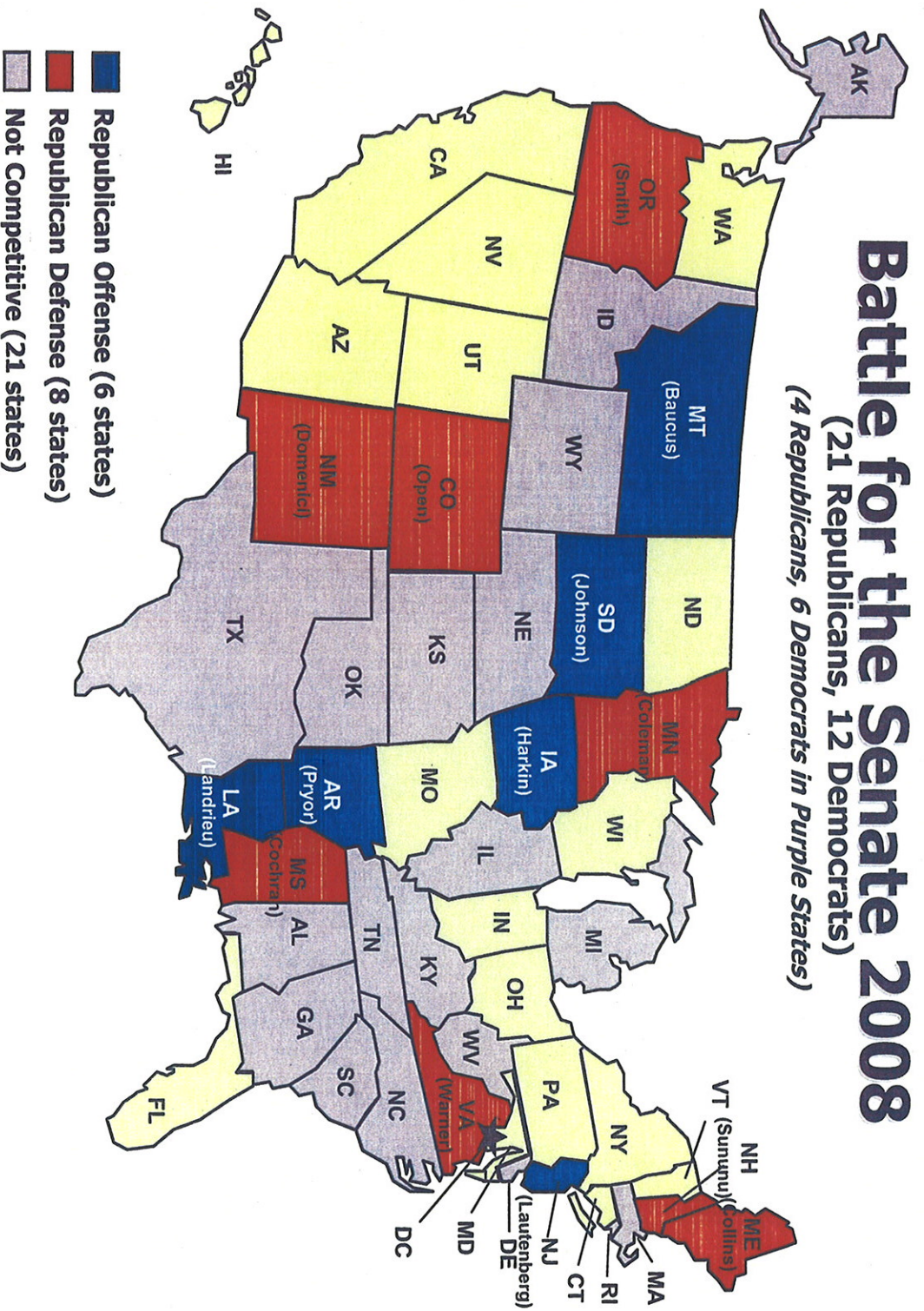
Battle for the Senate 2008

(21 Republicans, 12 Democrats)



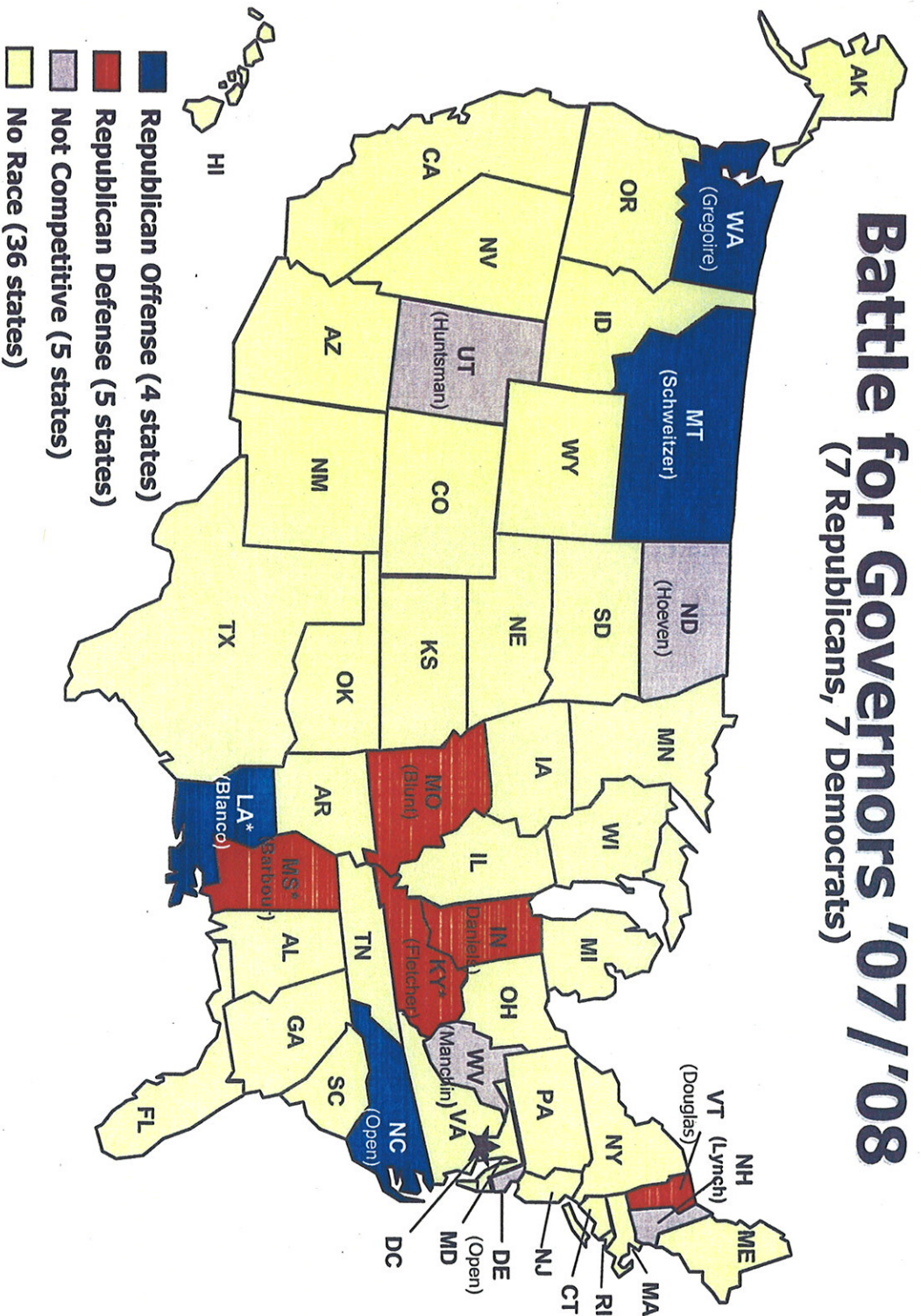
Battle for the Senate 2008

(21 Republicans, 12 Democrats)
(4 Republicans, 6 Democrats in Purple States)



Battle for Governors '07/'08

(7 Republicans, 7 Democrats)



*2007 gubernatorial race

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